GOVERNMENT OF INDIA
MICRO,SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:649
ANSWERED ON:06.02.2017
Sale of Khadi Products
Deo Shri Arka Keshari;Hansdak Shri Vijay Kumar;Patil Shri Kapil Moreshwar;Reddy Shri Mekapati Rajamohan

Will the Minister of MICRO,SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether the sale of Khadi products has seen a spurt during the last three years and the current year in the country;

(b) if so, the details thereof;

(c) the steps taken/proposed to be taken by the Government to popularise khadi products and increase its share in the markets in the country and the extent of
success achieved therefrom; and

(d) the steps taken/being taken by the Government to make khadi products available at affordable prices in the country?

Answer

MINISTER OF STATE IN THE MINISTRY OF
MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a)&(b): Yes Madam. The sale of Khadi products during the last three years and the current year showing % of increase in sale is given in the table below:

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Year Khadi sales
(Rs. in crore) % increase over previous year
2013-14 1081.04 5.82%
2014-15
(upto Dec. 2014) 1170.38
(792.00) 8.26%
2015-16
(upto Dec. 2015) 1510.00
(1069.90) 29.02%
(35.08%)
2016-17
(Upto December 2016) 1159.36 8.36%
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(c): Government has taken a number of steps to popularize khadi products and for increasing its share in the markets in the country. These are:

â€¢ KVIC has tied up with professional agencies like NIFT, NID etc, for extensive campaign of Khadi products and developed a new range of more stylish, durable, colour fast and shrink free "Khadi Denim Products" marketed as Khadi Denim Trousers, jackets and other fashion wear. These products have received excellent response in the market.
â€¢ Designers of international fame has been engaged as "Honorary Consultant" to make khadi products more appealing and competitive in the market.
â€¢ Efforts have been made to popularize khadi in PSUs and as a result of which bulk orders have been received from several PSUs like M/s. Air India Ltd., NTPC, and ONGC etc. for supply of Khadi uniforms to their employees.
â€¢ Initiatives has been taken to open premier "Khadi Showrooms" known as Khadi Lounge and also through the KVIC Franchise outlets to make available premier Khadi products including designer products.
â€¢ In order to market Khadi products in e-market place tie up arrangements have been made with M/s Paytm on trial basis for an initial period of three months and on the basis of the outcome marking of khadi products will be marketed through other e-commerce companies.
â€¢ KVIC has also been catering to the need of Govt. Departments and bulk buyers such as, Defence, Health & family Welfare Departments, Paramilitary forces and other Ministries of Central & State Government under Rate Contract (RC) agreement with Directorate General of Supplies & Disposals (DGS&D) as well as supply of Non Rate Contract (Non-RC) items like Polyvastra bed sheets and pillow covers to Railways etc.
â€¢ KVIC as a part of its aggressive marketing efforts introduced "Gift Voucher Scheme" for its patrons from Departmental Sales Outlets (DSOs) at Delhi, Kolkata, Mumbai, Goa, Patna, Ernakulam , Bhopal and Vishakapatnam Airport. The "Gift Voucher Scheme"

consists of attractive "Gift Vouchers' in the denomination of Rs. 500/-, Rs. 1000/- and Rs. 5000/- respectively.
â€¢ In order to encourage bulk purchases amongst its favoured patrons and khadi lovers KVIC introduced "Bulk Retail Linked Gift Voucher Scheme" in Departmental Sales Outlets(DSOs) at Delhi, Kolkata, Mumbai, Goa, Patna, Ernakulam & Bhopal. Under this scheme, DSO"s are providing Gift Vouchers on single cash memo purchases made by customers across sales counters of the respective DSOs in different slabs.
â€¢ Khadi India Sales outlet at Visakhapatnam and Lucknow Airports and Khadi India Lounge at Jaipur, Mumbai and New Delhi have been opened and in order to make Khadi Shopping more comfortable and pleasurable and having specialized "Khadi Plaza" at potential places and tourist spots are also under active consideration.
â€¢ KVIC has signed a KHADI MARK REGISTRATION AGREEMENT with Raymond and JK Group for promoting Khadi fabrics and ready-mades through Raymonds dealers / showrooms / outlets in India and abroad. Agreements with other corporate are under process. Raymond will make available Khadi products in their Domestic as well as International outlets.

(d): Khadi products are sold at cheaper rates by providing discount up to 20 per cent during the months October to December every year by KVIC as well as State Govt. / Khadi Institutions to make khadi products available in the market at affordable price. KVIC has also launched a number of Gift Schemes during 2016-17.